

What is claimed is:

1 1. A points trading service method, the method comprising the step of:
2 receiving through a telecommunications network a request for trading points a
3 customer gets from a member shop, and carrying out a transaction corresponding to
4 the request for trading points with at least one other customer.

1 2. The method of claim 1, wherein the trading points are selected from the
2 group consisting of: cyber money, product purchasing points, advertisement clicking
3 points, thank-you coupon, and mileage points.

1 3. The method of claim 1, further comprising the step of:
2 calculating a balance of the customer's remaining trading points after the
3 customer uses the trading points to purchase a good or a service.

1 4. A points trading service method, the method comprising the steps of:
2 (a) collecting information regarding a customers' trading points portfolio from
3 member shops and storing the information in a customer database;
4 (b) receiving information on a points trade request from a customer; and
5 (c) initiating a trading points transaction with at least one other customer
6 according to the received points trade request.

1 5. The method of claim 4, wherein the trading points are selected from the
2 group consisting of: cyber money, product purchasing points, advertisement clicking
3 points, thank-you coupon, and mileage points.

1 6. The method of claim 4, further comprising the step of:
2 updating a customer database and a transaction database according to a
3 result from the trading points transaction, and sending the result to the
4 corresponding member shop.

1 7. The method of claim 5, further comprising the step of:
2 updating a customer database and a transaction database according to a
3 result from the trading points transaction, and sending the result to the
4 corresponding member shop.

1 8. The method of claim 4, further comprising the step of:
2 calculating a balance of the customer's remaining trading points after the
3 customer uses the trading points to purchase a good or a service.

1 9. The method of claim 5, further comprising the step of:
2 calculating a balance of the customer's remaining trading points after the
3 customer uses the trading points to purchase a good or a service.

1 10. A points trading service method, the method comprising the steps of:
2 collecting information regarding a customers' trading points portfolio
3 from member shops and storing the information in a customer database
4 sending information on the customer's trading points and exchange
5 rates stored in the customer database;
6 receiving a points trade request from the customer; and
7 transacting customer's points according to the received trade request.

1 11. The method of claim 10, wherein the trading points are selected from
2 the group consisting of: cyber money, product purchasing points, advertisement
3 clicking points, thank-you coupon, and mileage points.

1 12. The method of claim 10, wherein the customer's trade request is for
2 changing the customer's trading points into a cash equivalent and processing the
3 customer's trading points according to the resulting cash equivalent.

1 13. The method of claim 11, wherein the customer's trade request is for
2 changing the customer's trading points into a cash equivalent and processing the
3 customer's trading points according to the resulting cash equivalent.

1
2 14. The method of claim 10, further comprising the step of:
3 updating a customer database and a transaction database according to the
4 result of the customer's trade request, and sending the result to the corresponding
5 member shop.

15. The method of claim 11, further comprising the step of:
updating a customer database and a transaction database according to the
result of the customer's trade request, and sending the result to the corresponding
member shop.

1 16. The method of claim 10, further comprising the step of:
2 calculating a balance of the customer's remaining trading points after the
3 customer uses the trading points to purchase a good or a service.

1 17. The method of claim 11, further comprising the step of:
2 calculating a balance of the customer's remaining trading points after the
3 customer uses the trading points to purchase a good or a service.

1 18. A points trade service method, the method comprising the steps of:
2 receiving a request to buy trading points from a customer;
3 buying trading points corresponding to the request; and
4 updating a customer database according to a result from the buying process,
5 and sending the result to a member shop that corresponds to the trading points.

1 19. The method of claim 18, further comprising the step of:

2 sending information concerning the customer's trading points and transaction
3 exchange rates stored in the customer database to the customer.

1 20. The method claim 18, wherein the trading points are selected from the
2 group consisting of: cyber money, product purchasing points, advertisement clicking
3 points, thank-you coupon, and mileage points.

1 21. The method of claim 19, wherein the trading points are selected from
2 the group consisting of: cyber money, product purchasing points, advertisement
3 clicking points, thank-you coupon, and mileage points.

1 22. The method of claim 18, further comprising the step of:
2 updating a customer database according to a result from the buying process,
3 and sending the result to the member shop corresponding to the trading points.

23. The method of claim 19, further comprising the step of:
updating a customer database according to a result from the buying process,
and sending the result to the member shop corresponding to the trading points.

1 24. The method of claim 18, further comprising the step of:
2 calculating a balance of the customer's remaining trading points after the
3 customer uses the trading points to purchase a good or a service.

1 25. The method of claim 19, further comprising the step of:
2 calculating a balance of the customer's remaining trading points after the
3 customer uses the trading points to purchase a good or a service.

1 26. The method of claim 22, further comprising the step of:
2 calculating a balance of the customer's remaining trading points after the
3 customer uses the trading points to purchase a good or a service.

1 27. The method of claim 23, further comprising the step of:
2 calculating a balance of the customer's remaining trading points after the
3 customer uses the trading points to purchase a good or a service.

1 28. A points trading service apparatus for providing a points trading service
2 through a telecommunications network, the apparatus comprising:
3 an information collecting unit for collecting information on a customers' trading
4 points from a plurality of member shops;
5 a customer database for storing the information on the customers' trading
6 points received from the member shops;
7 a transaction processing unit for receiving information on a points trade
8 request from a customer, and processing a trading point transaction with at least one
9 other customer according points trade request; and
10 a transaction database for storing information on the points trade request sent
11 from the customer and a result of processing transactions.

1 29. The apparatus of claim 28, further comprising:
2 an information providing unit for sending customer's trading point information
3 and transaction exchange information stored in the customer database to the
4 customer.

1 30. The apparatus of claim 29, wherein the trading points are selected from
2 the group consisting of: cyber money, product purchasing points, advertisement
3 clicking points, thank-you coupon, and mileage points.

1 31. The apparatus of claim 29, wherein the exchange rate information
2 indicates a cash value or an absolute value corresponding to the trading points and
3 is provided by a separate system installed outside of the service providing server.

1 32. The apparatus of claim 28, further comprising:
2 a shopping mall management unit for processing cyber shopping, and
3 providing trading points in proportion to a good purchased and a service for buying
4 goods with the trading points.

1 33. The apparatus of claim 29, further comprising:
2 a shopping mall management unit for processing cyber shopping, and
3 providing trading points in proportion to a good purchased and a service for buying
4 goods with the trading points.

1 34. The apparatus of claim 30, further comprising:
2 a shopping mall management unit for processing cyber shopping, and
3 providing trading points in proportion to a good purchased and a service for buying
4 goods with the trading points.

1 35. The apparatus of claim 31, further comprising:
2 a shopping mall management unit for processing cyber shopping, and
3 providing trading points in proportion to a good purchased and a service for buying
4 goods with the trading points.

1 36. The apparatus of claim 29, further comprising:
2 a network interface for linking a service provider server to a member shop
3 server; and
4 a web server for linking a customer computer server to the service provider
5 server via an internet.

1 37. The apparatus of claim 30, further comprising:
2 a network interface for linking a service provider server to a member shop
3 server; and

09751391-010201
T020T0-T6T5Z60

4 a web server for linking a customer computer server to the service provider
5 server via an internet.

1 38. The apparatus of claim 31, further comprising:
2 a network interface for linking a service provider server to a member shop
3 server; and
4 a web server for linking a customer computer server to the service provider
5 server via an internet.

1 39. A points trading service system wherein a points trading service is
2 provided through a telecommunications network, the points trading service system
3 comprising:
4 a telecommunications network;
5 a customer computer for sending information on a points trade request;
6 a member shop computer for providing customer's points through the
7 telecommunications network; and
8 a service providing server for storing the customer's points received from the
9 member shop computer, receiving information on the point trade request from the
10 customer, and processing point transactions with other customers according to the
11 received trade request information..

1 40. A computer program product for enabling a computer to execute a
2 points trading transaction, comprising:
3 software instructions for enabling the computer to perform predetermined
4 operations, and a computer readable medium bearing the software instructions;
5 said predetermined operations including the steps of:
6 collecting information on a customer's trading points from a member shop;
7 storing at the computer a record of the collected information for each
8 customer;

9 receiving information on a points trade request from a customer's computer;
10 executing a trading transaction upon receiving the customer's trade request
11 by trading points with at least one other customer;
12 calculating the customer's trading point balance once the transaction has
13 been processed; and
14 sending the customer's final trading point balance to a customer database
15 and the appropriate member shop.

1 41. The computer program product for enabling a computer to execute a
2 points trading transaction according to claim 40, wherein the trading points are
3 selected from the group consisting of: cyber money, product purchasing points,
4 advertisement clicking points, thank-you coupon, and mileage points.

1 42. The computer program product for enabling a computer to execute a
2 points trading transaction according to claim 40, wherein the customer trade request
3 is for changing the customer's trading points into a cash equivalent and processing
4 the customer's trading points according to the resulting cash equivalent.